

RINGKASAN

Industri Kecil Menengah kue kamir Ibu Chamidah merupakan salah satu industri yang memproduksi produk pangan berupa kue kamir, namun belum menerapkan sistem penjaminan mutu. Tujuan dari penelitian ini adalah 1) Mengetahui pengaruh kaji tindak terhadap tingkat persetujuan, kepentingan, pelaksanaan, dan kemudahan dokumen pedoman mutu, 2) Mengetahui pengaruh kaji tindak terhadap tingkat persetujuan, kepentingan, pelaksanaan, dan kemudahan dokumen prosedur mutu, 3) Mengetahui pengaruh kaji tindak terhadap tingkat persetujuan, kepentingan, pelaksanaan, dan kemudahan dokumen instruksi kerja, 4) Mengetahui pengaruh kaji tindak terhadap tingkat persetujuan, kepentingan, pelaksanaan, dan kemudahan dokumen formulir mutu, 5) Mengetahui tingkat kepuasan dan kepentingan konsumen terhadap produk kue kamir ibu Chamidah. Penelitian ini dilaksanakan di Industri Kecil Menengah Kue Kamir Ibu Chamidah, Kelurahan Mulyoharjo, Kabupaten Pemalang.

Penelitian ini menggunakan metode kaji tindak pada penerimaan dokumen sistem penjaminan mutu dengan responden sebanyak 15 orang dan metode survey berupa kuisioner pada preferensi konsumen dengan responden sebanyak 100 orang. Data dianalisis menggunakan uji *chi square* dan uji *f*.

Hasil menunjukkan bahwa terdapat pengaruh antara persepsi responden terhadap dokumen pedoman mutu dan menunjukkan perbedaan yang nyata antara sebelum dan sesudah kaji tindak. Terdapat pengaruh antara persepsi responden terhadap dokumen prosedur mutu dan menunjukkan perbedaan yang nyata antara sebelum dan sesudah kaji tindak. Terdapat pengaruh antara persepsi responden terhadap dokumen instruksi kerja dan menunjukkan perbedaan yang nyata antara sebelum dan sesudah kaji tindak. Terdapat pengaruh antara persepsi responden terhadap dokumen formulir mutu dan menunjukkan perbedaan yang nyata antara sebelum dan sesudah kaji tindak. Tingkat kepuasan (kenyataan) dan kepentingan (harapan) aroma, warna, rasa, keempukan, bentuk, harga, kemasan, dan umur simpan kue kamir Ibu Chamidah memberikan kepuasan (kenyataan) terhadap kepentingan (harapan) para responden.

SUMMARY

Small medium industry of kue kamir ibu Chamidah is one of the small and medium industries that produce food products in the form of kamir cakes, but has not implemented a quality assurance system yet. The purposes of this research are 1) Knowing the effect of the action towards the level of approval, importance, implementation, and ease of quality guideline documents, 2) Knowing the effect of the action towards on the level of approval, interests, implementation, and ease of quality procedure documents, 3) Knowing the effect of the action towards on the level of approval, importance, implementation, and ease of work instruction documents, 4) Knowing the effect of the action towards on the level of approval, importance, implementation, and ease of quality form documents, 5) Knowing the level of satisfaction and interest of consumers towards kamir Ibu Chamidah's cake products. This research was carried out in kue Kamir Ibu Chamidah's (Small and Industries), Mulyoharjo Village, Pemalang Regency.

This research uses the action review method on the receipt of quality assurance system documents involving as many as 15 respondents and the survey method in the form of a questionnaire on consumer preferences with respondents as many as 100 people. The data was analyzed using chi square test and f test.

The results showed the results show that there is an influence between respondents' perceptions of the quality guideline document and shows significant differences between before and after the action review. There is an influence between respondents' perceptions of quality procedure documents and shows significant differences between before and after the action review. There is an influence between respondents' perceptions of work instruction documents and shows significant differences between before and after the action review. There is an influence between respondents' perceptions of the quality form document and shows significant differences between before and after the action review. The satisfaction and interest level of Ibu Chamidah's kamir product gives satisfaction to respondents' interes.

